

Features of formation of the system of innovative development of the industrial enterprise

Melnik A., Mustafina O., Sadriev A.

Kazan Federal University, 420008, Kremlevskaya 18, Kazan, Russia

Abstract

© Research India Publications. Modern conditions of functioning of industrial enterprises that are characterized by a high degree of uncertain behavior of the environment, as well as constant increased competition, determine the need for continuous improvement of not just production technologies but also control systems of various aspects of their production and business activities. In this regard, the formation of the system of innovative development of the industrial enterprise becomes a determining condition to further improve its competitiveness. However, the formation of such a system is connected with the need to resolve a number of methodological problems aimed at defining the concept of "the system of innovative development of the enterprise", its place in the system of strategic management of the enterprise, as well as at identifying the main stages of its formation. The article examines the existing approaches to the management of innovative activity of enterprises. Particular attention is paid to the definition of "the system of innovative development of the enterprise". A hierarchy of elements of the system of innovative development of the enterprise is suggested. The position that the system of innovative development of the enterprise must be logically built at all levels of its strategic management, including corporate, business and functional strategies, is substantiated. The steps of forming the system of innovative development of the enterprise that link developed and implemented innovative activities with the goals of the operation of the enterprise at different levels of strategic management are proposed.

Keywords

Competitiveness, Enterprise, Innovations, Strategic management, System of innovative development